



**Anomaly42, key technology partner of NovumIP, wins the UK Tech Awards
Tech Innovation of The Year Award for its innovative “smart data” platform**

London, UK – 25 January 2015 – Anomaly42, the Smart Data platform, today announces that it has won the “Tech Innovation of the Year” Award at the 2014 [UK Tech Awards](#). The Tech Innovation of the Year category is intended to recognise companies that have achieved outstanding success in commercialising new technologies.

Anomaly42 is a data-as-a-service platform that automates the collection and connection of every piece of data connected to an organisation, in whatever format and language, from however many sources and siloes. It is distributed by [FusionExperience](#) as a Premier Partner, and is an integral part of [NovumIP](#), FusionExperience’s intellectual property (IP) lifecycle application. NovumIP is the first full end-to–end IP lifecycle management application in the cloud.

The UK Tech Awards celebrate success, reward achievement and raises the profile of the UK technology industry. Anomaly42 won the Tech Innovation of the Year award against competition from CSR plc, Intelligent Energy Holdings Ltd, Intercede Group plc, Nanoco Group plc and Seeing Machines Ltd.

Jass Sarai, UK technology leader at PwC and member of the UK Tech Awards 2014 panel, said: *"In a very hard fought category the panel felt that Anomaly42's innovative technology and service, which allows stories to be told from the enormous data we produce, could transform businesses."*

Joan Mill, Head of Sales at FusionExperience, said:

"When developing the very best application to deal with the biggest challenges facing the IP world, it was essential we picked the right technology to work with and incorporate into NovumIP. This award gives us further assurance we definitely made the right decision by choosing to partner with Anomaly42."

Steve Edkins, CEO at FusionExperience, said: *“We are delighted that the technology behind our latest IP lifecycle management system, the “smart data” platform, Anomaly42, has been recognised by this prestigious award. As an Anomaly42 Premier Partner we can ensure that the industry makes best use of this innovative new technology.”*

- ends -

About FusionExperience

FusionExperience is an innovative business and technology services company. We fuse our deep domain expertise in the investment, insurance, telecommunications and complementary markets internationally, with technology from our group companies and industry leading partners such as Anomaly42, salesforce.com and SAP, to build platforms and applications to meet specific business needs. Our purpose is to add value to every one of our client's businesses through services and solutions. We operate across multiple sectors, working fast and smart in a world where time is the scarcest resource. fusion-experience.com

About NovumIP

NovumIP supports the full IP lifecycle that extends from the nurture of new ideas via an inventor portal, to the preparation of aggressive and defensive cases to protect IP from infringement. NovumIP facilitates the management of mitigating potential IP risks from start to finish. NovumIP provides 100% visibility of the IP portfolio, improves process efficiency, reduces administration errors and costs, improves accuracy and increases IP Portfolio profitability.. novumip.com

About Anomaly42

Anomaly42 was created from the integration of a number of pioneering technologies that together enable our partners and clients to find anomalies in their data and enable effective decision making by acting upon them. Anomaly42 allows vast amounts of both structured and unstructured data to be hoovered up, connected and analysed, allowing previously undetected patterns and trends to be highlighted. anomaly42.com

Contact details:

Sophie Placido
Rostrum Communications
E. sophie@rostrumpr.com
T. 0207 440 8678